

In re Reissue Patent Application  
for **Patent No. 5,711,100**  
**WILLIAM A. ELMER**  
Serial No. **10/098,648**  
Filing Date: **March 15, 2002**

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**In the Claims**

1. An advertising sign for removably mounting onto a metal panel of a motor vehicle, comprising:

an advertising member having a base, ends and sides formed together into a completely enclosed hollow body, the base including plural magnet receptacles with a magnet fastened in each receptacle;

each said magnet comprising a dish-shaped housing with a magnetic member within each housing, the housing having an edge extending below the magnetic member; and

means for pivotally attaching each magnet to the base so that each magnet can pivot and adjust to differences in slope along a vehicle metal panel to which the advertising sign may be attached.

2. **(Twice Amended)** An advertising sign for removably mounting onto a metal panel of a motor vehicle, comprising:

an advertising member having a base, ends and sides formed together into a completely enclosed hollow body;

plural magnets; and

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means for pivotally attaching each magnet to the base so that each magnet can pivot and adjust to differences in slope along a vehicle metal panel to which the advertising sign may be attached, wherein the pivotal attaching means comprises a flexible sleeve between each magnet and the base, and a fastener extending through each magnet, its flexible sleeve and into the base, and a fastener extending through each magnet, its flexible sleeve and into the base.

3. **(Cancelled)**

4. **(Amended)** An advertising sign for removably mounting onto a metal panel of a motor vehicle, comprising:

an advertising member formed of a hollow, translucent and completely enclosed body having a base, ends and sides formed of a unitary molded plastic, the body including plural molded feet extending from and forming a part of the base at each corner thereof, and with an indented receptacle in each foot of the base, each receptacle shaped and dimensioned to receive a magnet assembly therein;

plural magnet assemblies, each magnet assembly including a [non-metallic] non-magnetic, dish-shaped housing with a magnet within the housing, the housing having an edge extending below the magnet; and

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means for fastening each magnet assembly within the receptacle of a corresponding foot of the base, the fastening means attaching each magnet within the receptacle so that a portion of the magnet extends below its receptacle.

5.(Amended) The advertising [sign] sign recited in Claim 4 further comprising means for pivotally attaching each magnet assembly in the receptacle so that each magnet can pivotally adjust to differences in slope along a vehicle metal panel to which the advertising sign may be attached.

6. The advertising sign recited in Claim 5 wherein the pivotally attaching means comprises:

a flexible sleeve between each magnetic assembly and the base; and  
a fastener extending through each magnet assembly, each flexible sleeve and into the base.

7. The advertising sign recited in Claim 1 wherein the magnet receptacles collectively surround all of the magnets.

8. The advertising sign recited in Claim 7 wherein each magnet receptacle surrounds at least one of the magnets.

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9. **(Twice Amended)** The advertising sign recited in Claim 7 wherein the base includes a remaining portion apart from the receptacles, and wherein each magnet receptacle extends below the remaining portion. [is recessed relative to at least a portion of each end and side].

10. **(Twice Amended)** The advertising sign recited in Claim 9 wherein each magnet receptacle also extends below the remaining portion of the base and along a portion of an adjacent side.

11. **(Twice Amended)** The advertising sign recited in Claim 10 wherein each magnet receptacle also extends below the remaining portion of the base along a portion of an adjacent end.

12. The advertising sign recited in Claim 1 further comprising a plastic coating over the edge of each dish-shaped housing.

13. **(Twice Amended)** The advertising sign recited in Claim 2 wherein the advertising member further comprises:

plural magnet receptacles, each extending below a remaining portion of

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the base around each receptacle. [and surrounding one of the magnets.]

14. **(Amended)** The advertising sign recited in Claim 13 wherein each magnet receptacle extends [below] along a portion of an adjacent side.

15. **(Amended)** The advertising sign recited in Claim 14 wherein [the] each magnet receptacle [means] extends [below] along a portion of an adjacent end.

16. **(Amended)** The advertising sign recited in Claim 15 wherein [the] each magnet receptacle [means comprises plural magnet receptacles each surrounding] surrounds at least one of the magnets.

17. **(Amended)** The advertising sign recited in Claim 2 further comprising a plastic coating extending [below] across a bottom surface of each magnet.

18. **(Amended)** The advertising sign recited in Claim 1 further comprising means for supporting the sign in a suspended storage position by removable attachment [to] of at least one magnet fixed to the base to a separate metallic member.

19. **(Amended)** The advertising sign recited in Claim ~~[3]~~ 2 wherein the base

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comprises a unitary and rectangular sheet of plastic material, with the plural magnets comprising at least four spaced magnets each of which is mounted at a corner of the base.

20. The advertising sign recited in Claim 19 further comprising a fastener and flexible sleeve with each of the magnets, with all of the magnets pivotal about an outer extremity of the respective fastener.

21. The advertising sign recited in Claim 20 wherein each fastener comprises a beveled head to facilitate pivoting of the respected magnet.

22. The advertising sign recited in Claim 21 further comprising a lighting assembly mounted along an inner surface of the rectangular base, the ends and sides of the members being sufficiently translucent to permit light to emit therethrough.

23. The advertising sign recited in Claim 22 wherein the lighting assembly extends lengthwise along the rectangular base.

24. **(Amended)** The advertising sign recited in Claim [3] 2 further comprising:

the base formed of a unitary and rectangular sheet defining four spaced

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corners, with the plural magnets comprising at least four spaced magnets each of which is mounted at a corner of the base with each magnet having a respective fastener and a respective sleeve, with each fastener extending through the corresponding magnet and corresponding sleeve and the base so that each magnet is independently pivotal about an outer, beveled end of the associated fastener; and wherein

that portion of the base adjacent each magnet is recessed inwardly relative to the adjacent side and end of the sign.

25. The advertising sign recited in Claim 24 wherein each magnet is dimensioned so that an upper side of each magnet is recessed toward the base relative to the portions of the adjacent side and adjacent end of the sign, and an opposing bottom magnet side extends below portions of the adjacent side and adjacent end.

26. **(Amended)** ~~The advertising sign recited in Claim 1 further~~ An advertising sign for removably mounting onto a metal panel of a motor vehicle, comprising:

~~the base being generally rectangular and with each receptacle being located at a corner of the base;~~

~~each receptacle being at least partially defined by extending portions of the end and the side of the base next adjacent each receptacle; and~~

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~~plastic means across the bottom of each magnet member and forming the edge extending below the magnet member.~~

an advertising member having a base, ends and sides formed together into a completely enclosed hollow body, the base including plural magnet receptacles with a magnet fastened in each receptacle and with the base being generally rectangular and with each receptacle being located at a corner of the base;

each said magnet comprising a dish-shaped housing with a magnet member within each housing, the housing having an edge extending below the magnetic member and with each receptacle being at least partially defined by extending portions of the end and the side of the base next adjacent each receptacle;

means for pivotally attaching each magnet to the base so that each magnet can pivot and adjust to differences in slope along a vehicle metal panel to which the advertising sign may be attached; and

plastic means across the bottom of each magnet member and forming the edge extending below the magnet member.